

ORDER



KLAS

Orders
Order / Rev: 37554
Alt Order #: 08879341
Product Desc: NRSC-HELLER
Estimate:
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NRSC - Heller
Demographic: A25-54
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	20	\$24,705.00	\$20,999.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$24,705.00	\$20,999.25	0.00
Totals	20	\$24,705.00	\$20,999.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	2	\$2,100.00	LV2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			2		\$2,100.00		0.00				
2	8	10/15/12	10/15/12	Mon 10-11p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$2,100.00		0.00				
3	8	10/10/12	10/10/12	Wed 8-9p Survivor: Philippines	CM	8-9p	--W----	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$2,200.00		0.00				
4	8	10/14/12	10/14/12	Sun 8-9p The Amazing Race	CM	8-9p	-----S	:30	1	\$7,350.00	LV1	0.00	NM	1	\$7,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$7,350.00		0.00				
5	8	10/12/12	10/12/12	Fri 9-10p Made In Jersey	CM	9-10p	----F--	:30	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,400.00		0.00				
6	8	10/10/12	10/10/12	Wed 9-10p Criminal Minds	CM	9-10p	--W----	:30	1	\$2,500.00	LV2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$2,500.00		0.00				

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Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC - Heller
Product Desc: NRSC-HELLER
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	8	10/10/12	10/12/12	The Talk 2-3P The Talk	CM	2-3p --WTF--	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		1		\$375.00		0.00				
8	8	10/16/12	10/16/12	Tue 10-11p ET	CM	10-1030p -T----- (10:00 PM-10:30 PM)	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1		\$350.00		0.00				
9	8	10/16/12	10/16/12	Tue 10-11p Inside Edition	CM	1030-11p -T----- (10:30 PM-11:00 PM)	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1		\$325.00		0.00				
10	8	10/10/12	10/12/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		2		\$500.00		0.00				
11	8	10/13/12	10/13/12	ACC Football ACC Football	CM	930a-12pm -----S-	:30	1	\$1,050.00	LV1	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1		\$1,050.00		0.00				
12	8	10/14/12	10/14/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A-----S	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1		\$1,225.00		0.00				
13	8	10/13/12	10/13/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S-	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		2		\$225.00		0.00				
14	8	10/13/12	10/13/12	Sat 1135p-1235a Priv P Private Practice	CM	1135p-1235a -----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1		\$95.00		0.00				
15	8	10/13/12	10/13/12	Sat 135-235a Cold Squad Cold Squad	CM	135-235am -----S-	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1		\$40.00		0.00				
16	8	10/10/12	10/12/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a --WTF--	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		1		\$25.00		0.00				
17	8	10/10/12	10/12/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a --WTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		1		\$20.00		0.00				
												Totals	20	\$24,705.00